

Sales Order

Station: **WTMO-TV** Agency: **SCREEN STRATEGIES MEDIA**
 Contract Name: **FRIEND MURPHY 1468357** Address: **11150 Fairfax Boulevard,**
 Contract#: **475002895** Suite 505
 Start Date: **10/20/16** End Date: **10/23/16** City: **Fairfax** State: **VA** Zip: **22030**
 Revenue Type: **POLITICAL SALES** Buyer:
NATIONAL Type: **Cash** Tax Schedule: **(None)**
 Advertiser: **FRIENDS/PATK MURPHY** Agency Commission %: **15**
 Address: Billing Cycle: **Standard**
 City: State: Zip: Salesperson: **5206nnat** Comm %: **15**
 Product Name: **PATRICK MURPHY 2747** Makegood Policy: **Within Contract Dates**
 Estimate #: **EST 2747**
 Competitive Code: **POLITICAL/ISSUE**

No	DATES		Alt wks	TIMES		LEN	DISTRIBUTION								RATE	TOTALS		PTY	
	START	END		START	END		M	T	W	T	F	SA	SU	Per Wk		D/W	SPOTS		\$
1	10/20/16	10/21/16		7:00 AM	10:00 AM	30				2	2			4	D	75.00	4	300.00	1
2	10/21/16	10/21/16		1:00 PM	2:00 PM	30					1			1	D	125.00	1	125.00	1
3	10/20/16	10/20/16		2:00 PM	3:00 PM	30				1				1	D	125.00	1	125.00	1
4	10/22/16	10/22/16		12:00 PM	1:00 PM	30						1		1	D	50.00	1	50.00	1
5	10/22/16	10/22/16		1:00 PM	3:00 PM	30						1		1	D	50.00	1	50.00	1
6	10/20/16	10/21/16		3:00 PM	4:00 PM	30				1	1			2	D	125.00	2	250.00	1
7	10/20/16	10/21/16		4:00 PM	5:00 PM	30				1	1			2	D	200.00	2	400.00	1
8	10/20/16	10/21/16		5:00 PM	6:00 PM	30				1	1			2	D	200.00	2	400.00	1
9	10/22/16	10/22/16		5:00 PM	5:30 PM	30						1		1	D	125.00	1	125.00	1
10	10/23/16	10/23/16		5:30 PM	6:00 PM	30							1	1	D	75.00	1	75.00	1
11	10/20/16	10/21/16		7:00 PM	8:00 PM	30				1	1			2	D	500.00	2	1,000.00	1
12	10/20/16	10/21/16		8:00 PM	9:00 PM	30				1	1			2	D	500.00	2	1,000.00	1
13	10/21/16	10/21/16		9:00 PM	10:00 PM	30					1			1	D	500.00	1	500.00	1
14	10/20/16	10/20/16		10:00 PM	11:00 PM	30				1				1	D	500.00	1	500.00	1
15	10/22/16	10/22/16		7:00 PM	9:00 PM	30						1		1	D	150.00	1	150.00	1
16	10/22/16	10/22/16		9:00 PM	11:00 PM	30						1		1	D	225.00	1	225.00	1
17	10/23/16	10/23/16		7:00 PM	9:00 PM	30							1	1	D	145.00	1	145.00	1
18	10/23/16	10/23/16		9:00 PM	11:00 PM	30							1	1	D	165.00	1	165.00	1
19	10/20/16	10/21/16		11:30 PM	12:00 AM	30				1	1			2	D	325.00	2	650.00	1
20	10/22/16	10/22/16		11:00 PM	11:30 PM	30						1		1	D	200.00	1	200.00	1
21	10/23/16	10/23/16		11:00 PM	11:30 PM	30							1	1	D	100.00	1	100.00	1

Billing Projections: By Month

Oct 16
 CA 6,535.00
 ST 6,535.00

☒ Print Spot Prices

TOTAL SPOTS	30
GROSS TOTAL \$	6,535.00
ADJUSTED SPOTS	30
ADJUSTED TOTAL \$	6,535.00

APPROVE

DECLINE

☐☐

General Manager

☐☐

Sales Manager

☐☐

National Sales Manager

☐☐

Local Sales Manager

ORDER WORKSHEET

Rep Order# 1468357 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/19/16 5:03 PM
Last Received: 10/19/16 3:25 PM
Showing Buylines: All Lines

1 of 3

Station WTMO-TV ORLANDO
Advertiser (F4PM) FRIENDS/PATK MURPHY
Product PATRICK MURPHY 2747
Estimate# 2747
Buyer RACHAEL JONES

Agency (SSME) SCREEN STRATEGIES MEDIA
11150 FAIRFAX BLVD, SUITE 505
FAIRFAX, VA 22030
Agency C/P1/P2/E /2747
Flight Dates 10/20/16-10/23/16

Rep Firm NBCUNIVERSAL
Sales Office (WA) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant SUE
Salesperson Phone# 2028854861
Salesperson Fax#

--- REMARKS ---

NEW POLITICAL ORDER - STARTS THURSDAY 10/20; ALL 30-SEC SPOTS. BUY IS DAY SPECIFIC - BE AWARE WHEN PLACING. PLS CONFIRM THANKS

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Th-F	7A-10A	UN NUEVO DIA Buy Comment: ORDER: 2/DAY	30	-	-	\$75.00	10/20-10/21	4	4	\$300.00
2	F	1P-2P	NOVELA	30	-	-	\$125.00	10/21-10/21	1	1	\$125.00
3	Th	2P-3P	SUELTA LA SOPA	30	-	-	\$125.00	10/20-10/20	1	1	\$125.00
4	Sa	12P-1P	SOS: SALVA MI CASA	30	-	-	\$50.00	10/22-10/22	1	1	\$50.00
5	Sa	1P-3P	CINE	30	-	-	\$50.00	10/22-10/22	1	1	\$50.00
6	Th-F	3P-4P	MEJOR CASO CERRADO Buy Comment: ORDER: 1/DAY	30	-	-	\$125.00	10/20-10/21	2	2	\$250.00
7	Th-F	4P-5P	AL ROJO VIVO Buy Comment: ORDER: 1/DAY	30	-	-	\$200.00	10/20-10/21	2	2	\$400.00
8	Th-F	5P-6P	CASO CERRADO Buy Comment: ORDER: 1/DAY	30	-	-	\$200.00	10/20-10/21	2	2	\$400.00
9	Sa	5P-530P	NOTICIERO TLMD	30	-	-	\$125.00	10/22-10/22	1	1	\$125.00
10	Su	530P-6P	TELENOTICIAS EXTRA	30	-	-	\$75.00	10/23-10/23	1	1	\$75.00
11	Th-F	7P-8P	CASO CERRADO ESTELAR Buy Comment: ORDER: 1/DAY	30	-	-	\$500.00	10/20-10/21	2	2	\$1,000.00

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Sales Office (WA) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant SUE
Salesperson Phone# 2028854861
Salesperson Fax#

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
12	Th-F	8P-9P	PRIME NOVELA	30	-	-	\$500.00	10/20-10/21	2	2	\$1,000.00
		Buy Comment: ORDER: 1/DAY									
13	F	9P-10P	PRIME NOVELA	30	-	-	\$500.00	10/21-10/21	1	1	\$500.00
14	Th	10P-11P	PRIME NOVELA	30	-	-	\$500.00	10/20-10/20	1	1	\$500.00
15	Sa	7P-9P	SAT NITE PRIME	30	-	-	\$150.00	10/22-10/22	1	1	\$150.00
16	Sa	9P-11P	SAT NITE PRIME	30	-	-	\$225.00	10/22-10/22	1	1	\$225.00
17	Su	7P-9P	SUN NITE PRIME	30	-	-	\$145.00	10/23-10/23	1	1	\$145.00
18	Su	9P-11P	SUN NITE PRIME	30	-	-	\$165.00	10/23-10/23	1	1	\$165.00
19	Th-F	1130P-12A	TELENOTICIAS PR	30	-	-	\$325.00	10/20-10/21	2	2	\$650.00
		Buy Comment: ORDER: 1/DAY									
20	Sa	11P-1130P	TITULARES TLMD	30	-	-	\$200.00	10/22-10/22	1	1	\$200.00
21	Su	11P-1130P	TITULARES TLMD	30	-	-	\$100.00	10/23-10/23	1	1	\$100.00

---REPORT TOTALS---

Report Totals: 30 / \$6,535.00

---SALES MONTHLY TOTALS---

Oct2016: 30/ \$6,535.00

Order Totals: 30 / \$6,535.00 Total GRPS: 0.0

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Rep Firm NBCUNIVERSAL
Sales Office (WA) WASHINGTON
Salesperson (HIL) WILL HILDEBRANDT
Sales Assistant SUE
Salesperson Phone# 2028854861
Salesperson Fax#

--- COMPETITIVE ---

Market Totals	\$6,535.00	OTHE .00%	WTMO 100.00%	WVEN .00%
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--- COMPETITIVE COMMENTS ---

COMPETITIVE TO FOLLOW

Books [OCT16]
Demos RA35+P

--- CREDIT RISK ---

STANDARD CREDIT TERMS

Murphy for Senate-SP



Station	WTMO-TV	Buyer	Rachael Jones	
Market	Orlando	Email	rachael@screenstrategies.com	
Flight Dates	10/20/2016 - 10/23/2016 Add (Est. 2747)		Phone	703-272-7300

Program Name	DP	Days Length	Rate	Thu 10/20	Fri 10/21	Sat 10/22	Sun 10/23	Total
Un Nuevo Dia 7:00 AM - 10:00 AM	EM	M-F 30	\$75.00 \$300.00	2	2			4
Celia 1:00 PM - 2:00 PM	DT	M-F 30	\$125.00 \$125.00		1			1
Suelta La Sopa 2:00 PM - 3:00 PM	DT	M-F 30	\$125.00 \$125.00	1				1
SOS: Salva Mi Casa 12:00 PM - 1:00 PM	DT	Sa 30	\$50.00 \$50.00			1		1
Cine De La Tarde 1:00 PM - 3:00 PM	DT	Sa 30	\$50.00 \$50.00			1		1
Lo Mejor de Caso Cerrado 3:00 PM - 4:00 PM	EF	M-F 30	\$125.00 \$250.00	1	1			2
Al Rojo Vivo 4:00 PM - 5:00 PM	EF	M-F 30	\$200.00 \$400.00	1	1			2
Caso Cerrado 5:00 PM - 6:00 PM	EF	M-F 30	\$200.00 \$400.00	1	1			2
Noticiero Telemundo 5:00 PM - 5:30 PM	EN	Sa 30	\$125.00 \$125.00			1		1
Telenoticias Extra 5:30 PM - 6:00 PM	EN	Su 30	\$75.00 \$75.00				1	1

Murphy for Senate-SP



Station	WTMO-TV	Buyer	Rachael Jones
Market	Orlando	Email	rachael@screenstrategies.com
Flight Dates	10/20/2016 - 10/23/2016 Add (Est. 2747)	Phone	703-272-7300

Program Name	DP	Days Length	Rate	Thu 10/20	Fri 10/21	Sat 10/22	Sun 10/23	Total
Caso Cerrado 7:00 PM - 8:00 PM	PA	M-F 30	\$500.00 \$1,000.00	1	1			2
Celia 8:00 PM - 9:00 PM	PT	M-F 30	\$500.00 \$1,000.00	1	1			2
Bajo el Mismo Cielo 9:00 PM - 10:00 PM	PT	M-F 30	\$500.00 \$500.00		1			1
Senora Acero 10:00 PM - 11:00 PM	PT	M-F 30	\$500.00 \$500.00	1				1
Que Noche Con Angelica 7:00 PM - 9:00 PM	PT	Sa 30	\$150.00 \$150.00			1		1
Cine Nuestro 9:00 PM - 11:00 PM	PT	Sa 30	\$225.00 \$225.00			1		1
Cine Millionario 7:00 PM - 9:00 PM	PT	Su 30	\$145.00 \$145.00				1	1
Cine Millonario 9:00 PM - 11:00 PM	PT	Su 30	\$165.00 \$165.00				1	1
Telenoticias Puerto Rico 11:30 PM - 12:00 AM	LN	M-F 30	\$325.00 \$650.00	1	1			2
Titulares Telemundo 11:00 PM - 11:30 PM	LN	Sa 30	\$200.00 \$200.00			1		1

Murphy for Senate-SP



Station WTMO-TV
Market Orlando
Flight Dates 10/20/2016 - 10/23/2016 Add (Est. 2747)

Buyer Rachael Jones
Email rachael@screenstrategies.com
Phone 703-272-7300

Program Name	DP	Days Length	Rate	Thu 10/20	Fri 10/21	Sat 10/22	Sun 10/23	Total
Titulares Telemundo 11:00 PM - 11:30 PM	LN	Su 30	\$100.00 \$100.00				1	1
Station Totals			\$6,535.00	10	10	6	4	30

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WTMO-TV	Date: 10/19/2016
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I, Screen Strategies Media,

being/on behalf of: Patrick Murphy,

a legally qualified candidate of the Democratic

political party for the office of: U.S. Senate

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available): \$5,554.75

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Patrick Murphy

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Brian Foucart

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/19/2016

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Friends of Patrick Murphy

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

Marco Rubio

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Kyle Osterhout

printed name

10/18/2016

date